# HomeFibre Connect™ Product Portfolio

## Comprehensive Product Document Based on MTN Wholesale FTTH Services

### Version 1.0 - September 2025

## EXECUTIVE SUMMARY

HomeFibre Connect™ represents our entry into the residential fibre-to-the-home (FTTH) market, leveraging MTN’s extensive wholesale FTTH infrastructure across South Africa. This product line delivers true fibre speeds with guaranteed uptime, positioning us competitively in the South African ISP market.

### Key Highlights:

* **4 Speed Tiers:** 20/50/200/500 Mbps symmetrical
* **Coverage:** 37 sites across 7 regions via MTN FTTH network
* **Installation:** 3-5 business days
* **Target Market:** Residential and SOHO customers
* **Router Technology:** Reyee WiFi 5/6 with FREE cloud management
* **Key Advantage:** Direct MTN Wholesale relationship + Ruijie Cloud platform

## 1. PRODUCT PORTFOLIO OVERVIEW

### Core Product Line

| **Package** | **Speed** | **Wholesale Cost** | **Retail Price** | **Target Market** | **Key Features** |
| --- | --- | --- | --- | --- | --- |
| **HomeFibre Starter** | 20/20 Mbps | R412 | R799 | Budget households | Basic streaming, browsing |
| **HomeFibre Plus** | 50/50 Mbps | R542 | R999 | Average families | HD streaming, WFH |
| **HomeFibre Max** | 200/200 Mbps | R737 | R1,499 | Power users | 4K streaming, gaming |
| **HomeFibre Ultra** | 500/500 Mbps | R837 | R1,999 | Premium homes | Multiple 4K streams |

\*All prices exclude VAT

### Bundle Options

| **Bundle Name** | **Base Product** | **Add-Ons** | **Premium** | **Value Proposition** |
| --- | --- | --- | --- | --- |
| **Complete** | Any tier | Static IP + Premium Router | +R199/month | Business features for home |
| **Family** | Plus or higher | Parental controls + QoS | +R99/month | Multi-device optimisation |
| **Gamer** | Max or Ultra | Low latency + Priority QoS | +R149/month | <5ms latency guarantee |
| **Work-From-Home** | Plus or higher | VPN + Cloud backup | +R149/month | Professional features |

## 2. COVERAGE AREAS

### Regional Distribution

Based on MTN Wholesale FTTH network infrastructure:

#### **Gauteng (15 sites - 40.5% coverage)**

**Suburbs:** Bryanston, Lonehill, Parkmore, Sandown, Morningside, Sandhurst, Newtown **Estates:** Cedar Lakes, Glen Eagles, Kengies, Lakewood Estate, The View

#### **Tshwane (9 sites - 24.3% coverage)**

**Estates:** Blair Atholl, Boardwalk Manor, Duncan Court, Featherbrooke, Heritage Hill, Midstream, Monaghan Farm, Xanadu **Suburbs:** Chartwell

#### **Western Cape (7 sites - 18.9% coverage)**

**Premium Areas:** Camps Bay, Clifton, Fresnaye, Bakoven **Estates:** Boschem Park, Queensgate **Suburbs:** Welgemoed

#### **KwaZulu-Natal (5 sites - 13.5% coverage)**

**Areas:** Umhlanga, La Lucia, Kloof, Capri Heights **Estates:** Le Domaine

#### **Eastern Cape (3 sites - 8.1% coverage)**

**Areas:** Little Walmer, Milpark Westgate, Walmer Greenshield

#### **Northern Region (1 site - 2.7% coverage)**

**Estate:** Heidelberg Kloof

## 3. COST STRUCTURE ANALYSIS

### Direct Variable Costs per Tier

#### **HomeFibre Starter (20 Mbps)**

| Component | Cost | Notes |
| --- | --- | --- |
| **MTN Wholesale FTTH** | R412.00 | Wholesale rate |
| **Infrastructure** |  |  |
| - Echo BNG | R20.00 | Per user at scale |
| - Backhaul allocation | R3.50 | 20 Mbps share |
| - CGNAT | R10.00 | NAT processing |
| **Platform** | R10.96 | BSS platform |
| **Equipment (24-month amortisation)** |  |  |
| - Installation | R119.83 | R2,876 ÷ 24 |
| - ONT | R25.00 | R600 ÷ 24 |
| - Router (RG-EW1200F) | R18.75 | R450 ÷ 24 |
| **Support & Operations** | R15.00 | Customer service |
| **Payment Processing** | R7.99 | 1% of revenue |
| **TOTAL** | **R643.03** |  |
| **Margin** | **R155.97** | **19.5%** |

#### **HomeFibre Plus (50 Mbps)**

| Component | Cost | Notes |
| --- | --- | --- |
| **MTN Wholesale FTTH** | R542.00 | Wholesale rate |
| **Infrastructure** | R38.50 | All components |
| **Platform** | R10.96 | BSS platform |
| **Equipment (24-month)** |  |  |
| - Installation | R119.83 | R2,876 ÷ 24 |
| - ONT | R25.00 | R600 ÷ 24 |
| - Router (RG-EW1300G) | R28.13 | R675 ÷ 24 |
| **Support & Operations** | R15.00 | Customer service |
| **Payment Processing** | R9.99 | 1% of revenue |
| **TOTAL** | **R789.41** |  |
| **Margin** | **R209.59** | **21.0%** |

#### **HomeFibre Max (200 Mbps)**

| Component | Cost | Notes |
| --- | --- | --- |
| **MTN Wholesale FTTH** | R737.00 | Wholesale rate |
| **Infrastructure** | R55.00 | All components |
| **Platform** | R10.96 | BSS platform |
| **Equipment (24-month)** |  |  |
| - Installation | R119.83 | R2,876 ÷ 24 |
| - ONT | R25.00 | R600 ÷ 24 |
| - Router (RG-EW1800GX) | R43.75 | R1,050 ÷ 24 |
| **Support & Operations** | R20.00 | Enhanced support |
| **Payment Processing** | R14.99 | 1% of revenue |
| **TOTAL** | **R1,026.53** |  |
| **Margin** | **R472.47** | **31.5%** |

#### **HomeFibre Ultra (500 Mbps)**

| Component | Cost | Notes |
| --- | --- | --- |
| **MTN Wholesale FTTH** | R837.00 | Wholesale rate |
| **Infrastructure** | R75.00 | All components |
| **Platform** | R10.96 | BSS platform |
| **Equipment (24-month)** |  |  |
| - Installation | R119.83 | R2,876 ÷ 24 |
| - ONT | R25.00 | R600 ÷ 24 |
| - Router (RG-EW3000GX) | R72.92 | R1,750 ÷ 24 |
| **Support & Operations** | R25.00 | Premium support |
| **Payment Processing** | R19.99 | 1% of revenue |
| **TOTAL** | **R1,185.70** |  |
| **Margin** | **R813.30** | **40.7%** |

## 4. COMPETITIVE POSITIONING

### Market Comparison Matrix (2025 Pricing)

| **Provider** | **20 Mbps** | **50 Mbps** | **200 Mbps** | **500 Mbps** | **Technology** |
| --- | --- | --- | --- | --- | --- |
| **HomeFibre Connect** | **R799** | **R999** | **R1,499** | **R1,999** | Pure Fibre |
| Supersonic | Not offered | R799-R995\* | R1,145-R2,099\* | Not offered | FTTH |
| Afrihost | From R399\* | R699-R897\* | R1,047-R1,997\* | From R2,497\* | FTTH |
| Vox | R549\* | R699\* | R1,045-R2,195\* | From R2,695\* | FTTH |
| Cool Ideas | Market rates | Market rates | Market rates | Market rates | FTTH |
| WebAfrica | R249-R699\* | R699-R1,199\* | R1,169-R2,099\* | From R2,599\* | FTTH |

\*Varies by Fibre Network Operator

### Competitive Advantages

1. **Direct MTN Wholesale Partnership** - Better margins and control
2. **Symmetrical Speeds** - Equal upload/download unlike some competitors
3. **No Fair Usage Policy** - True uncapped service
4. **Premium Support** - Local South African support team
5. **Coverage Focus** - Targeting premium estates and suburbs

## 5. INSTALLATION & SETUP

### Standard Installation Package

* **Once-off Cost:** R2,876 (NRC - Non-Recurring Charge)
* **Includes:**
  + Fibre termination and ONT installation
  + Router configuration (Reyee model per tier)
  + Up to 50m standard trenching
  + Speed test verification
  + Customer training on Reyee Router App
  + QR code provisioning via Ruijie Cloud

### Additional Services

| Service | Cost |
| --- | --- |
| Additional trenching (per metre) | R160 |
| Premium router upgrade | From R225 |
| Static IP allocation | R99 setup |
| Additional email addresses | R15/month each |
| Enterprise gateway option (RG-EG105G) | R850 upgrade |

### Installation Timeline

Day 1: Order Placement  
├── Coverage verification (instant)  
├── Credit check (instant)  
├── Installation booking  
└── Welcome SMS/email  
  
Day 2-4: Pre-Installation  
├── Site survey (if required)  
├── Equipment allocation (Reyee router per tier)  
├── Cloud pre-provisioning  
├── Installation confirmation  
└── Customer preparation guide sent  
  
Day 5: Installation Day  
├── Technician arrival (2-hour window)  
├── Fibre installation  
├── ONT configuration  
├── Reyee router setup via QR code  
├── Speed test verification  
├── Reyee Router App installation  
└── Customer sign-off  
  
Day 6+: Post-Installation  
├── Welcome call  
├── Cloud monitoring activation  
├── Speed optimisation check  
├── First bill explanation  
└── Satisfaction survey

## 6. SERVICE LEVEL AGREEMENTS

### Network Performance Guarantees

| **Metric** | **Starter** | **Plus** | **Max** | **Ultra** |
| --- | --- | --- | --- | --- |
| **Uptime** | 99.5% | 99.7% | 99.9% | 99.9% |
| **Latency (local)** | <20ms | <15ms | <10ms | <5ms |
| **Packet Loss** | <0.5% | <0.3% | <0.1% | <0.1% |
| **MTTR** | 24 hours | 12 hours | 6 hours | 4 hours |
| **Support Hours** | Business | Extended | 24/7 | Priority 24/7 |

### Support Channels

* **Phone:** 24/7 technical support hotline
* **WhatsApp:** Business hours support
* **Email:** Ticket-based support system
* **Self-Service Portal:** 24/7 online account management
* **Reyee Router App:** Customer self-service for WiFi management
* **Remote Support:** Via Ruijie Cloud platform

## 7. TECHNICAL SPECIFICATIONS

### Network Architecture

| **Component** | **Specification** | **Provider** | **Redundancy** |
| --- | --- | --- | --- |
| **Last Mile** | GPON/Active Ethernet | MTN FTTH | N+1 |
| **Backhaul** | 10Gbps minimum | MTN/Echo | Dual path |
| **Core Network** | 100Gbps capable | MTN | Full redundancy |
| **Peering** | NAPAfrica, JINX | Direct | Multiple POPs |
| **CDN** | Akamai, Cloudflare | Cached | Local nodes |

### Router Management Platform

#### **Ruijie Cloud (FREE Lifetime)**

* **Multi-Tenancy:** Project-based organisation
* **Auto-Discovery:** Automatic device detection via QR code
* **Remote Management:** Full configuration access
* **API Integration:** RESTful API for BSS/OSS
* **Monitoring:** Real-time performance metrics
* **Firmware Management:** Centralised updates
* **Self-Healing:** Automatic configuration recovery

#### **Three-Tier Management System**

1. **ISP Level:** Ruijie Cloud Web/API (CircleTel administrators)
2. **Technician Level:** Ruijie Mobile App (field technicians)
3. **Customer Level:** Reyee Router App (end users)

### Equipment Specifications

#### Standard ONT (Optical Network Terminal)

* **Model:** Enterprise-grade GPON ONT
* **Ports:** 4x Gigabit Ethernet
* **Features:** IPv6 ready, VLAN support
* **Power:** Battery backup capable

#### Router Specifications by Tier (Reyee Brand via Scoop Distribution)

##### **HomeFibre Starter (20 Mbps) - Reyee RG-EW1200F**

* **WiFi Standard:** 802.11ac Wave 2 (WiFi 5)
* **WiFi Speed:** 1167 Mbps (300@2.4GHz + 867@5GHz)
* **Ethernet Ports:** 4x 10/100 Fast Ethernet
* **Antennas:** 4x 5dBi external
* **Coverage:** 80-100m²
* **Concurrent Users:** 5-10 devices
* **Management:** Ruijie Cloud (FREE) + Reyee Router App
* **Hardware Cost:** R450

##### **HomeFibre Plus (50 Mbps) - Reyee RG-EW1300G**

* **WiFi Standard:** 802.11ac Wave 2 (WiFi 5)
* **WiFi Speed:** 1267 Mbps (400@2.4GHz + 867@5GHz)
* **Ethernet Ports:** 4x Gigabit
* **Antennas:** 6x 6dBi high-gain
* **Coverage:** 100-120m²
* **Concurrent Users:** 10-20 devices
* **Management:** Ruijie Cloud (FREE) + Reyee Router App
* **Hardware Cost:** R675

##### **HomeFibre Max (200 Mbps) - Reyee RG-EW1800GX**

* **WiFi Standard:** 802.11ax (WiFi 6)
* **WiFi Speed:** 1775 Mbps (574@2.4GHz + 1201@5GHz)
* **Ethernet Ports:** 4x Gigabit
* **MIMO:** 4x4 MU-MIMO with OFDMA
* **Coverage:** 120-150m²
* **Concurrent Users:** 20-40 devices
* **Management:** Ruijie Cloud (FREE) + Reyee Router App
* **Hardware Cost:** R1,050

##### **HomeFibre Ultra (500 Mbps) - Reyee RG-EW3000GX**

* **WiFi Standard:** 802.11ax (WiFi 6)
* **WiFi Speed:** 2976 Mbps (574@2.4GHz + 2402@5GHz)
* **Ethernet Ports:** 5x Gigabit
* **WAN Ports:** 2x Gigabit (aggregation capable)
* **Antennas:** 5x high-gain omnidirectional
* **Coverage:** 150-200m²
* **Concurrent Users:** 40+ devices
* **Gaming Features:** Priority mode, low latency optimisation
* **Management:** Ruijie Cloud (FREE) + Reyee Router App
* **Hardware Cost:** R1,750

## 8. BILLING & PAYMENT

### Payment Options

* **Debit Order:** Primary payment method (mandatory)
* **Credit Card:** Via secure payment gateway
* **EFT:** For annual prepayments only

### Billing Cycle

* **Monthly in Advance:** Services billed on the 1st
* **Pro-rata:** First month calculated daily
* **Invoice Delivery:** Email on 25th of preceding month

### Contract Terms

* **Minimum Term:** 24 months (with equipment subsidy)
* **Month-to-Month:** Available at premium (+R200/month)
* **Cancellation:** 30 days notice, equipment return required
* **Upgrades:** Anytime to higher package
* **Downgrades:** After 6 months

## 9. SALES ENABLEMENT

### Commission Structure

| **Product** | **Once-off Commission** | **Recurring Commission** | **Total Year 1** |
| --- | --- | --- | --- |
| **Starter** | R150 | R15 x 12 | R330 |
| **Plus** | R200 | R20 x 12 | R440 |
| **Max** | R300 | R30 x 12 | R660 |
| **Ultra** | R400 | R40 x 12 | R880 |

### Sales Tools & Resources

* Coverage checker tool (online)
* Speed requirement calculator
* Competitor comparison sheet
* Installation timeline tracker
* ROI calculator for home workers
* Reyee router feature comparison guide

### Key Selling Points

1. **True Fibre** - Not wireless, not copper
2. **Symmetrical Speeds** - Perfect for video calls and uploads
3. **Local Support** - South African call centre
4. **No Throttling** - Consistent speeds 24/7
5. **Premium Network** - MTN’s enterprise-grade infrastructure
6. **FREE Cloud Management** - Lifetime free Ruijie Cloud
7. **Customer App** - Reyee Router App for self-service
8. **WiFi 6 Available** - Future-proof technology on Max/Ultra tiers

## 10. MARKETING POSITIONING

### Target Customer Segments

#### **Segment 1: Young Professionals**

* Age: 25-35
* Income: R15,000-R35,000/month
* Needs: Reliable WFH, streaming, gaming
* Product: Plus or Max

#### **Segment 2: Families**

* Household size: 3-5 people
* Income: R30,000-R60,000/month
* Needs: Multiple devices, education, entertainment
* Product: Max or Ultra

#### **Segment 3: Power Users**

* Profile: Content creators, traders, developers
* Income: R40,000+/month
* Needs: Low latency, high upload speeds
* Product: Ultra with add-ons

#### **Segment 4: Budget Conscious**

* Income: R10,000-R20,000/month
* Needs: Basic connectivity, value
* Product: Starter

### Marketing Messages

* **Primary:** “Real Fibre. Real Speed. Real Service.”
* **Secondary:** “Your Home, Connected at the Speed of Light”
* **Tertiary:** “Work, Play, Stream - Without Limits”

## 11. IMPLEMENTATION ROADMAP

### Phase 1: Soft Launch (Month 1-2)

* Launch in 5 key areas (highest demand)
* Limited marketing to test systems
* 100 customer target
* Reyee router pilot testing
* Ruijie Cloud platform setup
* Gather feedback and optimise

### Phase 2: Full Launch (Month 3-4)

* All 37 areas live
* Full marketing campaign
* Partner channel activation
* Reyee Router App promotion
* 500 customer target

### Phase 3: Expansion (Month 5-6)

* Add business packages
* Introduce value-added services
* Launch referral programme
* API integration with BSS
* 1,000 customer target

### Phase 4: Optimisation (Month 7-12)

* Service refinement based on data
* Cost optimisation
* New bundle offerings
* Advanced cloud features rollout
* 2,500 customer target

## 12. FINANCIAL PROJECTIONS

### 12-Month Revenue Forecast

| **Month** | **Customers** | **MRR** | **Cumulative Revenue** | **Gross Profit** |
| --- | --- | --- | --- | --- |
| Month 1 | 50 | R49,950 | R49,950 | R14,985 |
| Month 2 | 100 | R99,900 | R149,850 | R44,955 |
| Month 3 | 200 | R199,800 | R449,550 | R134,865 |
| Month 6 | 500 | R499,500 | R1,798,200 | R539,460 |
| Month 9 | 1,000 | R999,000 | R4,495,500 | R1,348,650 |
| Month 12 | 2,500 | R2,497,500 | R11,988,000 | R3,596,400 |

### Customer Mix Assumptions

* 25% Starter (R799)
* 40% Plus (R999)
* 30% Max (R1,499)
* 5% Ultra (R1,999)

### Break-even Analysis

* **Fixed Costs:** R250,000/month
* **Break-even:** ~315 customers
* **Target Timeline:** Month 4

## 13. RISK MANAGEMENT

### Identified Risks & Mitigation

| **Risk** | **Impact** | **Probability** | **Mitigation** |
| --- | --- | --- | --- |
| MTN network issues | High | Low | SLA penalties, backup solutions |
| Competitive pricing pressure | Medium | High | Value-added services, bundles |
| Installation delays | Medium | Medium | Partner network, clear communication |
| Low uptake in certain areas | Low | Medium | Targeted marketing, promotions |
| Router supply chain | Medium | Low | Buffer stock (3 months), Scoop partnership |
| Cloud platform outage | Low | Low | Local management fallback via router |

## 14. COMPLIANCE & REGULATORY

### Required Licenses & Compliance

* **ICASA License:** ECNS license required
* **POPI Act:** Full compliance with data protection
* **Consumer Protection Act:** Clear T&Cs, cooling-off period
* **RICA:** SIM card registration where applicable
* **Municipal Bylaws:** Wayleave agreements for trenching

### Quality Standards

* **ISO 9001:** Quality management system
* **ISO 27001:** Information security (planned)
* **ISPA membership:** Industry best practices

## 15. SUPPORT DOCUMENTATION

### Customer Resources

* Installation guide
* Reyee router configuration manual
* Reyee Router App guide
* Troubleshooting guide
* FAQ document
* Video tutorials

### Internal Resources

* Sales playbook
* Technical specifications (Reyee product line)
* Ruijie Cloud administration guide
* Competitor battlecards
* Objection handling guide
* Escalation procedures

### Partner Resources

* Scoop Distribution contact details
* Reyee/Ruijie technical support
* Warranty and RMA procedures
* Training materials

## APPENDICES

### A. Coverage Map

[Detailed maps of all 37 coverage areas - to be included]

### B. Technical Network Diagram

[MTN FTTH network architecture - to be included]

### C. Contract Templates

* Residential service agreement
* Installation agreement
* Equipment loan agreement

### D. Marketing Materials

* Brochures
* Website content
* Social media templates
* Email templates

## CONTACT INFORMATION

**HomeFibre Connect Division** - **Sales:** sales@homefibreconnect.co.za - **Support:** 0860 XXX XXX - **WhatsApp:** 0XX XXX XXXX - **Website:** www.homefibreconnect.co.za

**Head Office** [Address to be added] Johannesburg, Gauteng South Africa

**Hardware Partner** Scoop Distribution (Pty) Ltd - **Phone:** +27 (0)10 593 2665 - **Email:** sales@scoop.co.za - **Website:** www.scoop.co.za

**Cloud Platform** Ruijie Cloud - **Platform:** cloud.ruijienetworks.com - **Support:** Available via Scoop Distribution

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